

# GoggleWorks Center for the Arts

201 Washington Street  
Reading, PA 19601  
610.374.4600

Hello!

Are you passionate about boosting Berks County's creative economy or have an interest in supporting local artists and arts organizations? Would you like to reach thousands of local culture-savvy consumers? If so, please consider becoming a sponsor of the anticipated return of Arts Festival Reading & Holiday Market, being held on December 4 & 5, 2021.

Arts Festival Reading is the flagship event at GoggleWorks Center for the Arts, which transforms lives through unique interactions with arts. Sponsors of the event this year will have a much broader audience to reach, and a much more heartwarming reason to give. You see, GoggleWorks is introducing the "Free for All" initiative, eliminating entrance fees for all who wish to come, and expanding on its free community programming. We expect to draw our trusted community of artists, families, students, art enthusiasts, holiday shoppers, and collectors. Yet, we also hope to bring in many more from our community, sharing the arts, demonstrations, food, music, and holiday good cheer of Arts Fest Reading.

The area's premier juried art show, Arts Fest brings over 100 established and emerging artists, allowing visitors to shop from fine craftspersons selling work across a broad range of materials, styles, and price points. Attendees also have the opportunity to see the handmade process through live art demonstrations. Since its expansion as a holiday market in 2019, the two-day event will also feature live music and performances, locally-sourced food and craft beverages, community nonprofit vendors, youth activities, and much more.

As one of GoggleWorks' major fundraising events, proceeds from Arts Festival Reading help sustain a robust schedule of community programs, including our After School Arts Program, offered to at-risk children at no cost, as well as outreach programs, mentorships, and scholarships. Additionally, these funds support aspiring, emerging, and established artists through year-round arts education; including workshops, classes, visiting artists, residencies, artist studios and studio access.

Enclosed you will find an overview of our sponsorship and advertising opportunities for Arts Festival Reading & Holiday Market. **Can we count on you to help us bring this dynamic event to even more folks in our community?**

Thank you in advance for your support.

Sincerely,



Levi Landis  
executive director



9TH ANNUAL

DECEMBER 4 & 5

# ARTS FESTIVAL READING & *Holiday Market*

## WHY SPONSOR?



GoggleWorks Center for the Arts promotes Arts Festival Reading through a robust regional print and digital advertising campaign. In addition, Arts Festival Reading has enjoyed coverage from a variety of local and regional online and print media outlets including BCTV, WFMZ-Allentown, *Berks County Living*, and *West Reading Magazine*.

### Onsite Attendance /

2,500+ over the course of the weekend



### Printed Program /

3,000 printed & distributed prior to event and onsite

### Website /

10,000+ unique visitors to Arts Festival Reading pages online



### Digital Newsletters /

18,000+ subscribers

### Social Media /

Facebook: 13,500+ followers & Instagram: 2,900+ followers

### About GoggleWorks Center for the Arts:

Located in the former Willson Goggle Factory building, GoggleWorks is the largest arts center of its kind in the country. The 145,000 square foot complex features eight teaching studios in ceramics, hot and warm glass, metalsmithing, photography, printmaking, woodworking, and virtual reality, 35 juried artist studios, and dozens of dance, music, arts, and other creative businesses and cultural organizations. GoggleWorks also includes several exhibition galleries and the Boscov Film Theatre.





9TH ANNUAL

DECEMBER 4 & 5

# ARTS FESTIVAL READING & *Holiday Market*

## SPONSORSHIP OPPORTUNITIES

### \$15,000 / DIAMOND

#### Sponsorship Recognition

- Full Page Ad in Festival Program
- Press Release mention
- Social Media recognition
- Logo included on:
  - Onsite signage
  - Festival program
  - Festival website page
  - Festival newsletters

#### Arts Festival Reading Experience

- 8 tickets to VIP reception with artists & donors
- 8 weekend passes to Arts Festival Reading
- 1 reserved parking space



#### Private Teambuilding Workshop up to 20 participants / 3 hours

Your team will design and make a one-of-a-kind fused glass mural with the guidance of one of our artists. Beautify your office space with a all complete murals furnished with hanging hardware. Workshop must be booked within one year of sponsorship.

### \$10,000 / PLATINUM

#### Sponsorship Recognition

- 1/2 Page Ad in Festival Program
- Press Release mention
- Social Media recognition
- Logo included on:
  - Onsite signage
  - Festival program
  - Festival website page
  - Festival newsletters

#### Arts Festival Reading Experience

- 6 tickets to VIP reception with artists & donors
- 6 weekend passes to Arts Festival Reading
- 1 reserved parking space



#### Private Handcrafted Home Workshop up to 10 participants / 3 hours

Learn a new craft and enrich your home with a functional handmade object. Example workshops include woodturned salad bowl, ceramic plate set, and glassblown terrariums. Project availability will be determined at time of booking. Workshop must be booked within one year of sponsorship.



## \$5,000 / GOLD

### Sponsorship Recognition

- 1/4 Page Ad in Festival Program
- Social Media recognition
- Logo included on:
  - Onsite signage
  - Festival program
  - Festival website page
  - Festival newsletters

### Arts Festival Reading Experience

- 4 tickets to VIP reception with artists & donors
- 4 weekend passes to Arts Festival Reading



### Private Maker Date

#### up to 10 participants / 2 hours

Enjoy a creative evening out and make something together. Join one of our popular Maker Dates—offered in ceramics, hot glass, or warm glass—on the last Friday of every month. Includes a studio tour, instructor demonstrations, and refreshments. 18+ only. Maker Dates must be booked within one year of sponsorship.

## \$5,000 / MINI-MAKERS / (Exclusive)

GoggleWorks is providing a series of “make-and-take” workshops and kid-friendly demonstrations for ages 5-12 throughout the weekend.

### Sponsorship Recognition

- Press Release mention
- Social Media recognition
- Logo included on:
  - Onsite signage
  - Festival program
  - Festival website page
  - Festival newsletters



### Arts Festival Reading Experience

- 4 complimentary Maker Date tickets
- 4 tickets to VIP reception with artists & donors
- 4 weekend passes to Arts Festival Reading

## \$2,500 / SILVER

### Sponsorship Recognition

- Logo included on:
  - Onsite signage
  - Festival program
  - Festival website page
  - Festival newsletters

### Arts Festival Reading Experience

- 4 tickets to VIP reception with artists & donors
- 4 weekend passes to Arts Festival Reading

### Complimentary Maker Date Tickets

#### up to 4 participants / 2 hours

Enjoy a creative evening out and make something together. Join one of our popular Maker Dates—offered in ceramics, hot glass, or warm glass—on the last Friday of every month. Includes a studio tour, instructor demonstrations, and refreshments. 18+ only. Maker Dates must be booked within one year of sponsorship.

## \$1,000 / BRONZE

### Sponsorship Recognition

- Logo included on:
  - Onsite signage
  - Festival program
  - Festival website page

### Arts Festival Reading Experience

- 2 tickets to VIP reception with artists & donors
- 2 weekend passes to Arts Festival Reading

## \$500, \$250, OR \$100 / FRIEND OF THE FESTIVAL

### Sponsorship Recognition

- Logo or Name included on:
  - Onsite signage
  - Festival program
  - Festival website page

### Arts Festival Reading Experience

- 2 tickets to VIP reception with artists & donors
- 2 weekend passes to Arts Festival Reading

## BECOME AN ADVERTISER

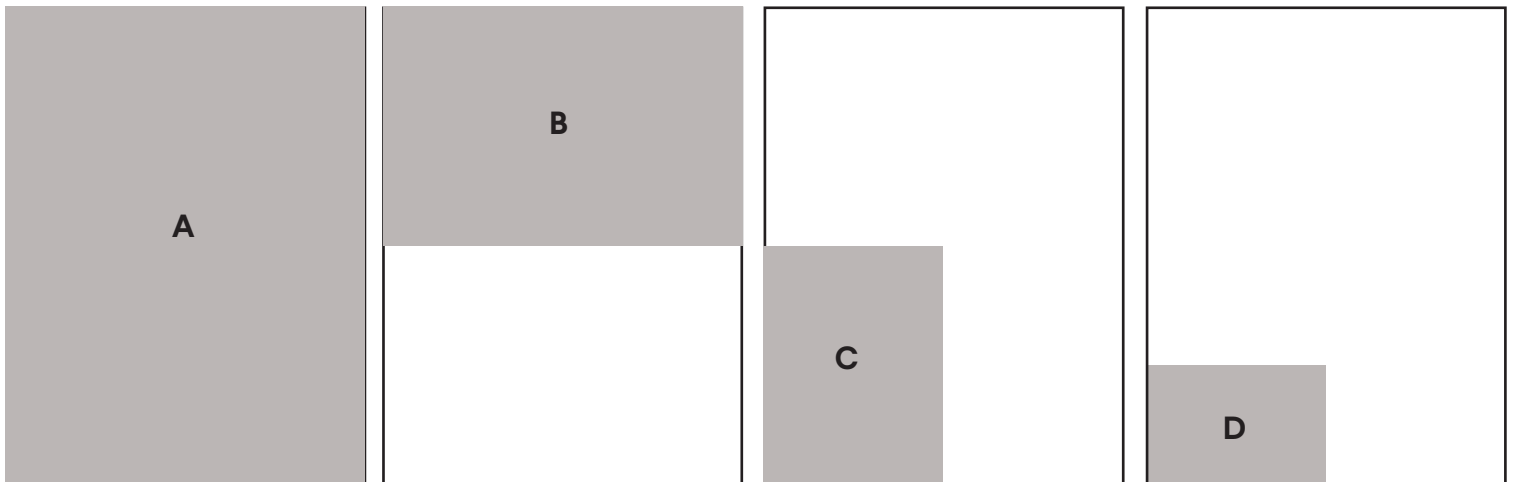
Advertising in our program is a great way to reach our culture-savvy audience and support Arts Festival Reading.  
Full color / 3000 printed / available onsite

<b>A</b>	Full page ad	5" w x 7.75" h	\$1000
<b>B</b>	1/2 page ad	5" w x 3.875" h	\$500
<b>C</b>	1/4 page ad	2.375" w x 3.875" h	\$250
<b>D</b>	1/8 page ad	2.375" w x 1.85" h	\$125

**AD RESERVATIONS DUE**  
SEPTEMBER 27TH

**AD ARTWORK DUE**  
OCTOBER 18th

**SPONSORSHIP DEADLINE**  
OCTOBER 18TH



## GET IN TOUCH!

Contact us to secure your sponsorship or advertising space today. If you don't see a sponsorship package that meets your needs, we can always customize something to help you reach your target audience. We look forward to working with you!

**artsfestival@goggleworks.org**  
**(610) 374-4600 x140**

# 2021 Arts Festival Reading Sponsorship Agreement



## Sponsorship Level

Company/Organization/Individual Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Mobile/Fax: \_\_\_\_\_

## Contribution Level

Cash Amount: \$ \_\_\_\_\_ Benefit Level: \_\_\_\_\_

## Benefits

## Billing Information

Credit Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for your generous support!  
Please submit this form to  
Jsantucci@goggleworks.org  
If paying by check, please make payable to:  
GoggleWorks Center for the Arts  
201 Washington St, Reading, PA 19601

Contributions are tax deductible to the extent permitted by law. GoggleWorks is a 501(c)3 non-profit organization registered with the Pennsylvania Department of State Bureau of Charitable Organizations. A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania 1-800-732-0999. Registration does not imply endorsement.